**The Media Triangle**

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**Text**

**Production**

**Audience**

1. In what ways does this text tell a story? Does it connect to a larger story?
2. What type or category of story is it? Does it follow a formula?
3. What codes and conventions are used?
4. What are the characters like? Are they realistic? Are there stereotypes?
5. How do the characters relate to each other in terms of power, age, gender, race and class?
6. What are the values and ideology of the characters? To what extent do I share these beliefs?
7. Where does this text come from? Who created it? Who owns it?
8. How is this text distributed or sold to the public? Who profits?
9. How was the text made? What production techniques were used?
10. What rules and laws affect this text? Is there an expected running time for a film or song? Are there any copyright or trademarks used to protect certain word or products?
11. How could I produce a similar text?
12. How does this text appeal to me? What things do I like and dislike?
13. Who is the intended target audience?
14. How and why does this text appeal to its audience?
15. In what different ways do people use or consume this text?
16. How would I change this text to make it more enjoyable?